

**Supplementary Tables****Supplementary Table 1.** Distribution of respondents according to their aspirations on assessment of mobile agri support services interventions (Pre-data – sample area) (N = 600)

Village	Dimension	Low (%)	Medium (%)	High (%)
Polaram (n = 100)	Technological change	72 (72 %)	28 (28 %)	–
	Economic change	55 (55 %)	40 (40 %)	05 (05 %)
	Environmental change	65 (65 %)	30 (30 %)	05 (05 %)
	Social change	90 (90 %)	08 (08 %)	02 (02 %)
Nayakapuguda (n = 100)	Technological change	95 (95 %)	05 (05 %)	–
	Economic change	67 (67 %)	30 (30 %)	03 (03 %)
	Environmental change	53 (53 %)	40 (40 %)	07 (07 %)
	Social change	75 (75 %)	20 (20 %)	05 (05 %)
Sayanapalli (n = 100)	Technological change	80 (80 %)	15 (15 %)	05 (05 %)
	Economic change	72 (72 %)	20 (20 %)	08 (08 %)
	Environmental change	60 (60 %)	40 (40 %)	–
	Social change	83 (83 %)	15 (15 %)	02 (02 %)
Nazrulnagar (n = 100)	Technological change	58 (58 %)	40 (40 %)	02 (02 %)
	Economic change	61 (61 %)	34 (34 %)	05 (05 %)
	Environmental change	82 (82 %)	16 (16 %)	02 (02 %)
	Social change	68 (68 %)	29 (29 %)	03 (03 %)
Abbugudem (n = 100)	Technological change	65 (65 %)	29 (29 %)	06 (06 %)
	Economic change	80 (80 %)	20 (20 %)	–
	Environmental change	53 (53 %)	45 (45 %)	02 (02 %)
	Social change	71 (71 %)	25 (25 %)	04 (04 %)
Gunturupally (n = 100)	Technological change	60 (60 %)	35 (35 %)	05 (05 %)
	Economic change	41 (41 %)	59 (59 %)	–
	Environmental change	74 (74 %)	22 (22 %)	04 (04 %)
	Social change	92 (92 %)	08 (08 %)	–

**Supplementary Table 2.** Distribution of respondents according to their aspirations on mobile agri support services interventions (Pre-data – non-sample area) (N = 400)

Village	Dimension	Low (%)	Medium (%)	High (%)
Mulugupally (n = 133)	Technological change	90 (68 %)	33 (25 %)	10 (08 %)
	Economic change	90 (68 %)	33 (25 %)	10 (08 %)
	Environmental change	80 (60 %)	33 (25 %)	20 (15 %)
	Social change	92 (69 %)	33 (25 %)	08 (06 %)
Irakapally (n = 133)	Technological change	95 (71 %)	33 (25 %)	05 (04 %)
	Economic change	85 (64 %)	33 (25 %)	15 (11 %)
	Environmental change	50 (38 %)	50 (38 %)	33 (24 %)
	Social change	75 (56 %)	33 (25 %)	25 (19 %)
Chinna Venkatapuram (n = 134)	Technological change	92 (69 %)	34 (25 %)	08 (06 %)
	Economic change	56 (42 %)	54 (34 %)	33 (24 %)
	Environmental change	69 (52 %)	31 (23 %)	34 (25 %)
	Social change	73 (55 %)	34 (25 %)	27 (20 %)

**Supplementary Table 3.** Distribution of respondents according to their aspirations on mobile agri support services interventions (Post-data – sample area) (N = 600)

Village	Dimension	Low (%)	Medium (%)	High (%)
Polaram (n = 100)	Technological change	0	70 (70 %)	30 (30 %)

Village	Dimension	Low (%)	Medium (%)	High (%)
Nayakapuguda (n = 100)	Economic change	0	80 (80 %)	20 (20 %)
	Environmental change	10 (10 %)	70 (70 %)	20 (20 %)
	Social change	02 (02 %)	90 (92 %)	08 (08 %)
	Technological change	02 (02 %)	80 (80 %)	18 (18 %)
	Economic change	05 (05 %)	80 (80 %)	15 (15 %)
	Environmental change	02 (02 %)	80 (80 %)	18 (18 %)
	Social change	05 (05 %)	85 (85 %)	10 (10 %)
	Technological change	05 (05 %)	70 (70 %)	25 (25 %)
Sayanapalli (n = 100)	Economic change	02 (02 %)	75 (75 %)	23 (23 %)
	Environmental change	05 (05 %)	80 (80 %)	15 (15 %)
	Social change	08 (08 %)	80 (80 %)	12 (12 %)
	Technological change	02 (02 %)	80 (80 %)	18 (18 %)
Nazrulnagar (n = 100)	Economic change	10 (10%)	80 (80 %)	10 (10 %)
	Environmental change	06 (06 %)	70 (70 %)	24 (24 %)
	Social change	10 (10 %)	70 (70 %)	20 (20 %)
	Technological change	03 (03 %)	70 (70 %)	27 (27 %)
Abbugudem (n = 100)	Economic change	02 (02 %)	80 (80 %)	18 (18 %)
	Environmental change	08 (08 %)	80 (80 %)	12 (12 %)
	Social change	02 (02 %)	80 (80 %)	18 (18 %)
	Technological change	05 (05 %)	90 (90 %)	05 (05 %)
Gunturupally (n = 100)	Economic change	05 (05 %)	80 (80 %)	15 (15 %)
	Environmental change	10 (10 %)	70 (70 %)	20 (20 %)
	Social change	05 (05 %)	80 (80 %)	15 (15 %)

**Supplementary Table 4.** Difference-in-difference regression results for technological change aspirations

Variable	Coefficient	Standard error	Significance level
Treatment time interaction (TrTi)	1.4407	0.0341	$p < 0.01$
Education	0.0633	0.0272	$p < 0.05$
Landholding	0.0703	0.0179	$p < 0.05$
Financial sources	0.0908	0.0182	$p < 0.01$
Information-seeking behaviour	0.0450	0.0145	$p < 0.05$
Mass media exposure	0.0409	0.0158	$p < 0.05$
Model $F$ -statistic	$F(13,1187) = 214.05^{**}$		

**Supplementary Table 5.** Difference-in-difference regression results for economic change aspirations

Variable	Coefficient	Standard error	Significance level
Treatment time interaction (TrTi)	1.2793	0.0421	$p < 0.01$
Education	0.1651	0.0335	$p < 0.01$
Landholding	0.0225	0.0221	$p < 0.05$
Financial sources	0.0016	0.0224	$p < 0.01$
Information-seeking behaviour	0.1069	0.0190	$p < 0.01$
Risk-taking ability	0.1355	0.0308	$p < 0.01$
Extension participation	0.0844	0.0329	$p < 0.01$
Model $F$ -statistic	$F(13,1187) = 107.65^{**}$		

**Supplementary Table 6.** Difference-in-difference regression results for environmental change aspirations

Variable	Coefficient	Standard error	Significance level
Treatment time interaction (TrTi)	0.8168	0.0410	$p < 0.01$
Education	0.0812	0.0326	$p < 0.05$
Natural resource usage	0.0533	0.0231	$p < 0.05$
Information-seeking behaviour	0.1506	0.0185	$p < 0.01$
Risk-taking ability	0.0291	0.0030	$p < 0.01$
Decision-making behaviour	0.0604	0.0251	$p < 0.05$
Extension participation	0.0230	0.0100	$p < 0.05$
Model <i>F</i> -statistic	$F(13,1187) = 66.56^{**}$		

**Supplementary Table 7.** Difference-in-difference regression results for social change aspirations

Variable	Coefficient	Standard error	Significance level
Treatment time interaction (TrTi)	0.8276	0.0336	$p < 0.01$
Education	0.1639	0.0268	$p < 0.01$
Landholding	0.1579	0.0176	$p < 0.01$
Financial sources	0.1422	0.0179	$p < 0.01$
Information-seeking behaviour	0.0490	0.0152	$p < 0.01$
Extension participation	0.0522	0.0026	$p < 0.01$
Model <i>F</i> -statistic	$F(13, 1187) = 124.12^{**}$		

**Supplementary Table 8.** Distribution of respondents according to their aspirations on mobile agri support services interventions (Post-data – non-sample area) (N = 400)

Village	Dimension	Low (%)	Medium (%)	High (%)
Mulugupally (n = 133)	Technological change	92 (69 %)	33 (25 %)	08 (06 %)
	Economic change	92 (69 %)	33 (25 %)	08 (06 %)
	Environmental change	80 (60 %)	33 (25 %)	20 (15%)
	Social change	92 (69 %)	33 (25 %)	08 (06 %)
Irakapally (n = 133)	Technological change	95 (71 %)	33 (25 %)	05 (04 %)
	Economic change	85 (64 %)	33 (25 %)	15 (11 %)
	Environmental change	50 (38 %)	50 (38 %)	33 (24 %)
	Social change	75 (56 %)	33 (25 %)	25 (19 %)
Chinna Venkatapuram (n = 134)	Technological change	92 (69 %)	34 (25 %)	08 (06 %)
	Economic change	56 (42 %)	54 (34 %)	33 (24 %)
	Environmental change	69 (52 %)	31 (23 %)	34 (25 %)
	Social change	73 (55 %)	34 (25 %)	27 (20 %)